

# Code of Ethics

- I. The Practical Application of the Golden Rule:  
“Whatsoever ye would that men should do unto you, do ye also unto them”
- II. Our Paramount Obligation To Society Requires:
  - a. Obedience to the laws and loyalty to the ideals of public service
  - b. Respect for all creeds, religions and customs
  - c. Adherence to the highest standards of business honesty and moral decency
- III. To Those We Serve We Pledge:
  - a. A complete confidential relationship
  - b. Respect for the inviolability of the dead human body
  - c. An accurate description of all the materials and a truthful representation of all services
  - d. Dignity and tact in the conduct of services
  - e. A continuous vigilance on the part of our Association in its efforts to make practically effective our ideals and standards.
- IV. The Dignity and Honor of our Profession Can Be Achieved By:
  - a. High standards of moral responsibility, character, and business integrity
  - b. A continuous endeavor to promote scientific research in the problems affecting our work and a development of a better informed public opinion with respect to its requirements
  - c. Licensing regulations in the public interest which will encourage qualified people to enter funeral service.
  - d. Charges which shall be commensurate with services rendered, with business soundness and with the economic self-respect of our members.
- V. Among Our Members We Aim To Have:
  - a. Frankness, cooperation and loyalty.
  - b. Such interchange of knowledge and ideas as will be of mutual professional benefits, developing the highest standards of competency among morticians.